

In a method for storing and accessing electronic content (e.g. for a Website), content objects are stored in a structured manner in a content store. Some of the content objects in the content store are identified as shortcuts, pointing to other objects in the content store. When a shortcut is accessed, the target object pointed to by that shortcut is automatically accessed from the content store and returned in place of the shortcut object. This provides a powerful way of structuring websites and other forms of content delivery.